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December 15, 1991

FSP SHOW PREVIEW

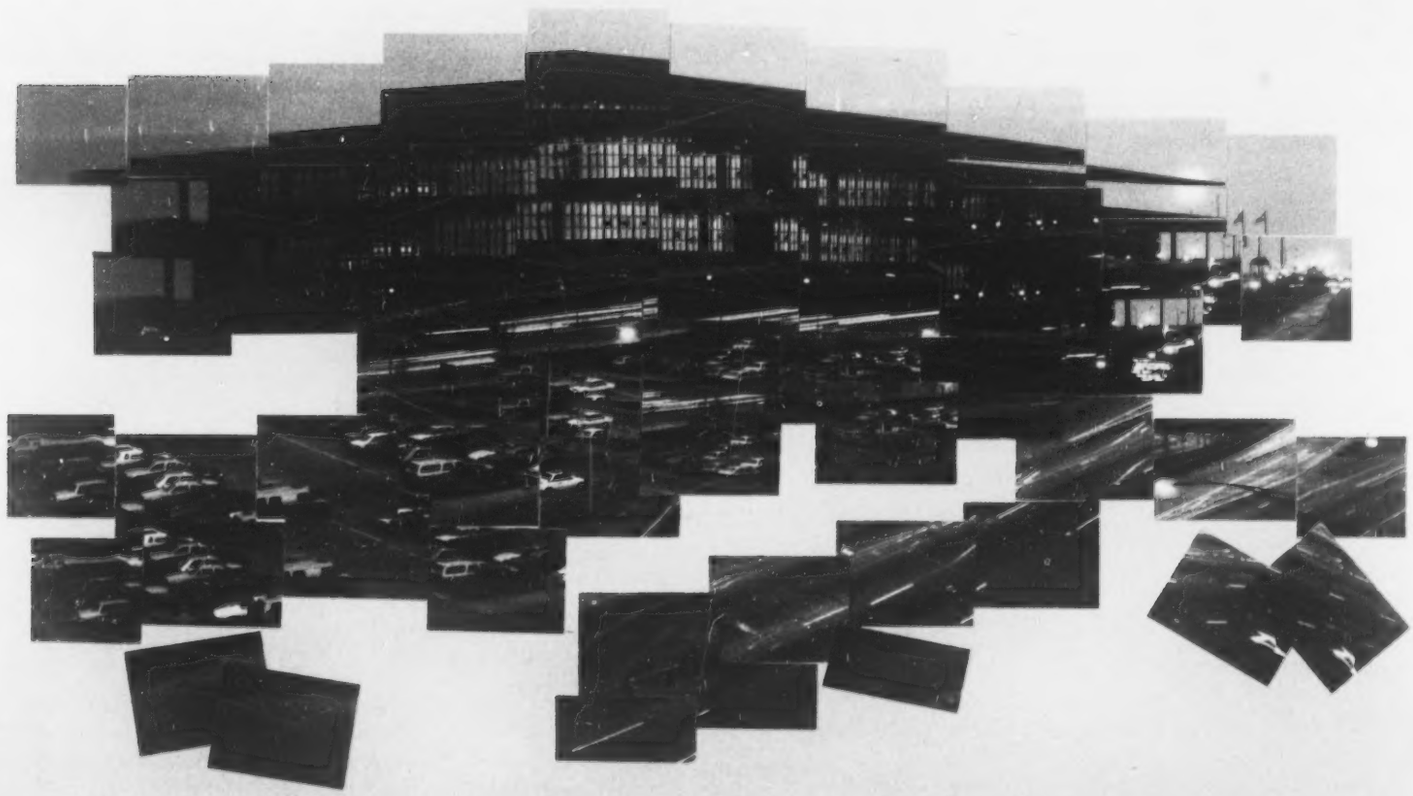
SECURITY®

THE MAGAZINE FOR SECURITY DECISION MAKERS

The Midwest's Only Major Security Show

FSP® EXPO

Facilities Security & Protection Exposition & Conference



February 24-27, 1992 • McCormick Place • Chicago, Illinois

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A Look at National Manufacturing Week
Exhibitor and New Products Preview
Security Trends and Buying Profiles
Convenient Registration Forms
What is SIA and NBFAA

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FSP® EXPO

Facilities Security & Protection Exposition & Conference

February 24-27, 1992
McCormick Place
Chicago, Illinois

The Midwest's Only Security Event

The Facilities Security and Protection® (FSP) Exposition and Conference; where security and fire safety equipment manufacturers, distributors and service companies come together with a diverse cross section of security end-users.

What product categories will be featured at FSP?

CCTV Equipment
Electronic Article Surveillance
Executive Protection
Fire Detection Equipment
Electronic Access Control Equipment
Outdoor Perimeter Protection Equipment
Identification Systems
Communications Security Equipment
And Much, Much More...

Come to McCormick Place February 24-27, 1992. With the excitement of FSP, Chicago can certainly be a hot place in the winter.

Sponsored By: National Burglar & Fire Alarm Association; SIA Security Industry Association

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Zalud Report

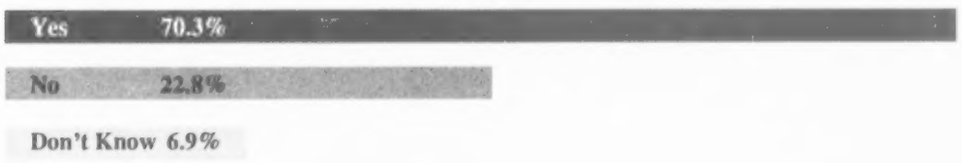
New Trends For Security Buyers

(Excerpts From The Zalud Report. A 6-Time-A-Year Security Industry Newsletter published by SECURITY Magazine, the world's largest circulation publication serving commerical, corporate and government buyers)

- The security and life safety industry is now experiencing a rapid period of adjustment.
- There is similar change in the type and diversity of commercial and corporate buyers of security and life safety products, systems and services.
- Technology advances have increased in their impact and influence.
- Asset protection purchasing has dramatically gone beyond the confinement of security management.
- Systems and integration pressure more teamwork planning and purchasing while emphasizing increased design needs.

Wide Integration Definition

Do Security, Life Safety Interface or Integrate?



In some way most life safety systems connect to security — the question is how much as well as how future integration will unfold. Source: SECURITY Magazine

SECURITY Magazine Refines Its Coverage

Starting in January, *SECURITY* Magazine will reflect new higher level, more diverse needs with business news and technology coverage aimed exclusively at buyers of products, systems and services.

Reader-focused articles will be organized by technology segments.

These include: Access Control, CCTV, Fire Protection, Integrated Systems, Identification, Intrusion, Communications, Locks and Hardware, Screening, Consulting, Monitoring, Security Officers, Investigations, Computers and Information.

Other segments will cover:

NEWS—with reports and incidents that impact asset protection;
PEOPLE—about human resource issues and concerns;
MARKETPLACE—a direct connection to buyer sources;
and THE ZALUD REPORT—trends and directions for buyer planning.

Each segment will contain:

Finely focused articles; systems design charts; features\benefits charts; advice from industry experts; case studies and on-site photographs; new product, system and service introductions; and briefings on specific technology issues.

Security Integrates Photo ID, Access Cards

It's a natural fear in today's electronic society: employees fumbling through a fist full of ID cards, library cards, parking and access control cards.

But — in a report in the January SECURITY Magazine — a spate of changes in cards as well as systems integration have buyers playing with a smaller deck. For example, in newer, streamlined systems, several technologies can combine on a photo ID card that does double and even triple duty — for access control, time and attendance or process control.

In photo ID systems, security can integrate on the card, by adding magnetic stripe, bar code and other hard and soft technologies. In video imaging systems, there's further integration in the system software that bridges or merges data bases. In addition, digitizing photos allows for remote, visual verification.

In most cases, these photo ID/access card connections create additional tasks related to data base management and maintenance. For example, a recent SECURITY Magazine national telephone survey of buyers found that, while most departments maintained some type of security data base, many also maintained access control and photo ID data bases.

On The Card

Security Has a More Flexible Card. It Uses:

Photo	61.5%
Firm Logo	56.9%
Firm Address	29.2%
Return Postage Guarantee	49.2%
Nonsecurity Bar Code	15.4%
Nonsecurity Mag Stripe	10.8%
Strap Clip	60.0%
Badge Holder	55.4%

A variety of activities on the access card has led to some cards that perform three or four tasks.

Data Bases Grow

Computerized Files	90.5%
Card Access	55.6%
Interface to Personnel	41.3%
Photo ID	39.7%
Integrated to Personnel	36.5%
Manual, Paper	22.2%
Video ID	15.9%

Ninty percent of security executives maintain some type of data base file, although the kind varies.

Source: *SECURITY* Magazine

Ignore Theft By Boss?

How Often Does Business Ignore Executives Who Steal:

Always	3.0%
Usually	21.8%
Sometimes	67.3%
Never	5.9%
Don't Know	2.0%

There is a rather high degree of cynicism expressed by security management of the way their firms treat executives who steal.

Source: *SECURITY* Magazine

SECURITY Refines Circulation; Boasts All End User Readers

Two months before debuting an innovative news and analysis approach to covering the private security industry, SECURITY Magazine has completed a major upgrading of its circulation, says Publisher Jack Hollfelder.

"We have concluded a review of our subscription base and have added and subtracted subscribers to achieve a readership that's totally end user buyers," comments the SECURITY Magazine Publisher. "To the best of my understanding, we are now the only magazine in the entire field that goes to a strictly end user buyer audience."

Other publications are exclusively vendor-oriented or mix an audience of buyers and vendors.

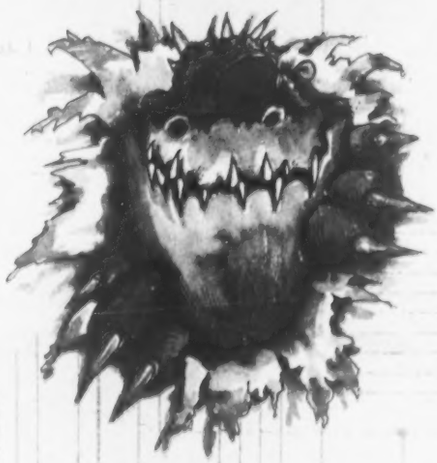
The circulation change and editorial refinements in January 1992 follow an extensive industry research program. It basically found strong growth in the private security market with a buyer base growing by extending into other areas. "Much of our buyer growth has targeted consulting engineers, plant engineers, office managers and owners and facilities managers, for example," adds Hollfelder.

With over 40,000 readers, *SECURITY* Magazine is the largest circulation publication in the field. It covers security, life safety and integrated technologies, products, systems and services for commercial, government and business buyers.

In January, the magazine will cover the industry by segmenting into specific technology areas. Finely-focused articles, supported by features and system charts, will cover news, trends and developments.

"Our approach is more credible and mature. End user buyers want useful, dependable information that's easy to use," adds Hollfelder.

Inside every set of plans, there's a beast waiting to break loose.



As a design engineer you've probably faced this beast more times than you care to remember. Perfectly specified plans meeting the harsh realities of the manufacturing environment. An elegant solution sabotaged by inferior components. Vital sub-assemblies that suddenly become unavailable.

Real beasts. And real problems.

But there's one way you can keep the beasts out of your plans. Attend the National Design Engineering Show & Conference at McCormick Place North in Chicago, February 24-27, 1992. Over 950 leading manufacturers of design engineering components, systems and services will be here exhibiting over 15,000 products. In fact, National Design is the largest OEM event in North America and over 30,000 of your professional peers are expected to attend.

These engineers know that there's no better place and time than National Design to source hard-to-find components, solve some nagging design problems and keep the creative juices flowing. You will, too.

And while you're there, you can also take advantage of the National Design Conference Program, a full range of informative sessions sponsored by the ASME — such as Concurrent Engineering, the Taguchi Approach and Reverse Engineering.

The National Design Engineering Show & Conference is the better way to keep the beast at bay. For your free Show Preview and Conference program, simply clip and mail in the coupon below. Or call customer services at (203) 964-8287.

Mail today for more information.

- ❑ I want to keep the beasts out of my designs. Please send me a National Design Engineering Show Preview & Conference Program.
- ❑ I'm interested in exhibiting. Please call me with information.

National Design Engineering Show & Conference
February 24-27, 1992
McCormick Place North
Chicago, IL

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